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Pam Hemmings
MUSIC MOTIONS
321 W 44th St. #504
New York, NY 10036

Dear Pam:

As per our conversation earlier this week, I am enclosing some comments from friends and associates regarding the "Emotion" video showcase at the Plitt Theatre in Los Angeles.

First of all, I must confess a certain bias. Not only am I a Streisand admirer, but the Plitt Theatre is probably my favorite theater in all of Los Angeles. (The seating, comfort and sound is all top-notch.) I think it's also an excellent theater to showcase quality music videos such as "Emotion" because it gets a good cross section of people-- sort of a mix of Westwood and Hollywood. Tagging it onto the bill with "Desperately Seeking Susan" seems especially appropriate.

One kind of interesting response that I noticed was that people don't always know what they're about to see. They start to respond when they see the credits-- Streisand, Daltrey, Baryshnikov-- but are somewhat confused. Is this a movie trailer? Then the video begins and they get really jazzed. The laughter is in the right places, there are oohs and aahs; occasionally, you get a jokester, but even that seems to be in the spirit of fun.

There nearly always is applause at the video's completion. On opening night, I understand some of the audience even gave "Emotion" a standing ovation! One fan capsulized it when he shouted "Right on!" as the final credits rolled.

I must say the video sets you in the perfect mood for the upcoming film. Admittedly, most of the audience has come to see Madonna, but I do know of many kids who came to see the video and stuck around for the movie... sometimes even seeing the video twice.

All in all, I think the engagement has been a great success and look forward to seeing other "music zaps" as well. The key seems to be lining up the right video with the right movie. (I don't think "Emotion" would go over too

more...

well with the FRIDAY THE 13TH crowd.)

Hope this information is of use to you. Thank you, too, for your help. I look forward to receiving your press kit and poster.

Cordially,

[redacted]

KAREN SWENSON